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The Power of Promotional Marketing to Millennials

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Submitted in Partial Completion of the
Requirements for Departmental Honors in Marketing

Bridgewater State University

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Abstract

As Millennials are currently at the forefront of the consumer population, their business is an essential partnership. When targeting the Millennial Generation; the most effective component of the Marketing Mix is Promotion. The main purpose of this thesis is to highlight the importance of adaptability and increased targeting toward the Millennial Generation. The methodology will include: a combination of data from primary and secondary research on the Millennial's Promotional Marketing experience, and an analysis of successful promotional strategies from the corporate and industry level. The research will clearly identify the overall importance and benefit of the Promotional Marketing Strategy of targeting the Millennial Generation through examination of promotional products, promotional tactics, successful promotional campaigns, and the Millennial as a consumer. This is important in the business world to promote better strategic measures in optimizing towards goals and having a better understanding of the important role that Millennials play in the consumer world of today. Recognizing the Power of Promotional Marketing to Millennials will assist a company in their overall brand retention and recognition leading to consumer loyalty and an increase in sales.

Introduction

The Marketing Mix is the home of the famous “4 P’s of Marketing,” Product, Placement, Price and Promotion. For the purposes of this thesis paper, the ‘P’ that will be discussed is Promotion. Promotion is a classic, communication tool used to bring attention to the desired product (Blois, 2000).

The Advertising profession is dedicated to the promotion of a company’s products, services, or brand image; implementing campaigns to reach their determined business goals. Advertising is an increasing industry used to market products, initiatives, and campaigns to consumers in order to optimize towards the campaign’s goals (Stafford, 2015). The goal of advertising campaigns can include an increase in store visits, consumer fulfillment towards a specific action (sign ups, memberships, purchases), or overall brand awareness; ultimately leading to an increase in sales.

Promotional Marketing is a vital tool that has been successfully implemented by organizations and it has proven to increase the consumer’s impressions of the brand. Study shows that 88% of consumers have a more favorable impressions of a brand after they receive a promotional product from that brand (PPAI, 2017). Promotional Products are a very popular marketing tool that is used to attract various demographics of consumers.

Promotional Products are defined by The Promotional Products Association International as “useful or decorative articles or merchandise- that may be imprinted with a company’s name, logo or message – utilized in marketing or other communications programs” (Kendrick, 1998). Promotional products can be pens, mugs, refrigerator magnets, informational brochures, flyers or more. Regardless of the form a promotional product takes, it is used by the consumer as a reminder of the brand that gave it to them. Studies show that this method is effective in consumer

retention rate and providing a more favorable impression of the brand (PPAI, 2018). Consumer retention rate is the percentage of customers that return to their preferred brand, also described as customer loyalty (Young & Hinesly, 2012).

Generally, consumers will not complain about free gestures. The use of a promotional product, with or without traditional advertising has been proved to result in a greater likelihood of customer return to a brand's website (McCarthy, 2008).

The power that is promotional products creates a feeling. Although free swag is always a preferable item to obtain; it gives the future-consumer a sense of trust, interest, and emotions towards that brand. Imagine an advertising campaign that is using a pen giveaway encrypted with their brands logo, colors, and maybe even the company website (PPAI, 2017). The person receiving this pen will have a constant reminder of that company any time they use it, they will be reminded subliminally each time they see the company colors, and who knows; that may be their favorite pen, increasing their overall emotions toward the brand.

Promotional products can take the form of almost anything, but what items do consumers respond best to? How long do they keep the items? Where are you most likely to find a promotion product in someone's home? All of these questions are very important in deciding whether or not promotional products contribute to the success of a brand. Do people simply enjoy free stuff and that's the end of their relationship with the brand, or will they continue on to purchase?

A Touchdown of Promotional Marketing

Part of the *power* behind promotional products is the feeling that they provide you with. This feeling will subconsciously inspire a similar emotion towards the brand that provided you with the product.

The first, yet unique example of a successful promotional product was from Bud Light. In 2017, Bud Light handed out roughly 65,000 glasses to New England Patriots fans in celebration of their home opener. To their surprise; this was not just any average glassware. The glasses lit up in celebration every time the Patriots scored a touchdown (Schultz, 2017). This example of this use of promotional products is not only legendary; but an entirely brilliant strategy. Bud Light did a great job in choosing their audience and promoting a feeling rather than just their beer. Beer and football go hand in hand; a beer company marketing to football fans is a no brainer. Promoting a feeling is a very effective approach in ultimately promoting the brand. The recipients of these glasses will feel immense joy all season long as the Patriots score touchdowns, this positive feeling will encourage a positive feeling towards the provider, Bud Light. This campaign was so successful that consumers are buying this promotional product for their favorite teams through Bud Light's online retail. This approach is definitely a touchdown.

Who to target?

When deciding who to target during a promotional campaign, it is important to decide who your ideal consumer is and how are you going to grasp their brand loyalty. This next example shows how to really tone in on your target demographic using free, promotional products to create brand loyalty.

Promotional products are a great tool for earning new customers. A very successful promotional campaign that has been around for years works diligently to earn the future of their customer base. Gillette's Welcome to Manhood promotion mails out free razors to young men on their 18th birthdays (DataMonitor, 2008). This marketing campaign goes above and beyond to "welcome" them to adulthood and into their new consumer relationship with Gillette razors. This campaign strategy is effective in gaining new customers and earning their loyalty from the

beginning. This example is great to show how particular brands strategize who they are targeting to and why. Gillette targets 18-year old's who are beginning to use their products, starting to buy the products for themselves, in some cases, and who are celebrating their birthdays. The young men will be subliminally reminded of their joy from their birthday when they are deciding to purchase from Gillette again.

It is also important to understand that not all promotional products are free pens or refrigerator magnets. The next examples will show you how much people will spend just for a logo.

Promotional Product Doesn't Always Mean Free

Who doesn't love the word "free"? Free parking. Free food. Free pens. The word brings happiness into the lives of many. The definition of a promotional product, again, reads:

"useful or decorative articles or merchandise- that may be imprinted with a company's name, logo or message – utilized in marketing or other communications programs (Kendrick, 1998)"; notice what word is not in that definition? Free. Promotional products do not need to be free. If you are selling something that has the logo, your message, or company name; you are selling a promotional product. This tactic is also an effective one. To shine the light on some extreme promotional products that people spent money on solely for the logo that was 6encrypted; here are some very unique examples. At the mastermind of these promotional product campaigns is entrepreneur, Elon Musk.

In 2018; Elon Musk promoted The Boring Company with the least-boring product one could imagine, a flamethrower. This tactic followed the company's theme of irony and worked well to catch the millennial's eye. Musk took to social media platforms to promote this product. This risky campaign sparked transportation concerns; leading The Boring Company to rename

the product, “Not a Flamethrower” (Myers, 2018). The Boring Company distributed 20,000 “Not a Flamethrowers” for a price of \$500, becoming an example of how not all successful promotional products are free. The successes of this campaign came from: encouraging the feeling of being part of the lucky select few to receive this product and they gave people something to talk about on social media. This was definitely a risk, but fire approach.

Musk used this campaign strategy in 2018 for Tesla as well; with a promotional campaign that sold out immediately. Tesla released 200 limited edition carbon fiber surfboards selling for an impressive \$1,500 (Menapace, 2018). The board came in the color black with a red bottom, an overall very simple design; the only thing differentiating it from other surfboards; the Tesla logo. This campaign had many of the same components from The Boring Company’s Flamethrower; the recipients earned a sense of feeling lucky and the campaign caught the eye of the social media world.

Now, I know what you’re thinking... Who in their right mind needs a flame thrower or a \$1,500 tesla surfboard? The campaign’s success came from a social media presence, and the people responding to this campaign are currently the most important demographic of the consumer market; the millennials.

The Power of Millennials

A member of the Millennial Generation is defined as “being born between 1982 and 2000”. The Millennial Generation is the largest in United States History, estimated at a population of over 78 million (Litalien & Notter, 2018). In the business perspective of this census; Millennials are the largest consumer group in the United States (PPAI, 2017). Although, Millennials can get a bad

reputation, being mocked as the privileged, “everyone gets a trophy” generation; their existence as a whole is a powerhouse that must be addressed.

Due to the gigantic population size, targeting the millennial group is a simple, yet beneficial marketing strategy. Like past generations, Millennials have preferences in terms of influencers, trust, and types of services that interest them. It is essential to first, understand the Millennial before deciding on the appropriate marketing strategy.

The following are positive distinctions of the Millennial Generation:

- Financially conservative
- Hardworking
- Self-reliant/responsible
- Compassionate about the environment and social issues (Brumbaugh, 2016)
- Preference for brands that stand for a cause
- Large Social Media use
- Preference for social and environmental responsibility
- More likely to check ratings and recommendations on a product before purchase (MAPP, 2018)

It is not sufficient to just understand the positive attributes of millennials. To fully grasp their generation, we must also dive into their negative characteristics. This will give a better, full understanding of their generation; used for preventative measure when targeting them.

The following are negative distinctions of the Millennial Generation:

- Overly confident
- Impatient (Raines, 2002)
- Less focus on general knowledge and facts (Abram, 2006)

- Attention seeking
- Need for social approval
- Narcissism (McKinney, 2012)
- Short attention spans (Duck, 2002)

Understanding both these positive and negative attributes of millennials as both consumers and members of society gives a better insight into this demographic.

Targeting History's largest consumer population is an economic opportunity that corporations, organizations, and franchises need to take advantage of (Litalien & Notter, 2018). In order to hook a Millennial consumer, advertising must be strategic, adaptive, and give them something to talk about. Some factors to keep in mind when adapting in favor of marketing to millennials; the majority of millennials participate in social media, millennials are generally environmentally aware and conscious of the state of the world, and they trust word-of-mouth or expertise rather than traditional advertising (Litalien & Notter, 2018, PPAI, 2017).

Adapting towards the Millennial

Adaptation is arguably the most important concept in appealing to the Millennial Generation's preferences. Studies have found that millennials do not respond well to traditional advertising; although, they will respond positively to marketing if it is non-invasive (Pardee, 2010).

Understanding the way that millennials work will allow you to market to them in an effective way. Go to where the millennials are: social media. Give them something to talk about. Be memorable. Promote innovative ideas that are interesting and will be shared online. Creativity

will give you a better opportunity when dealing with millennials than your traditional radio or television ad (Pardee, 2010).

In the fast-paced world, we live in, it is essential to always adapt to changing times, changing trends, and the constantly changing interests of Millennials.

The use of Social Media

In the world we live in you can attain endless information by the click of the button. Media plays a huge part in our day to day lives, whether we realize it or not. Social media is a vital tool in the millennial marketing game; it can be used for hooking a millennial, gaining their trust, and the physical promotion of a product or a campaign.

Social media is convenient, cheap, and honestly; addicting. There is no surprise that the main users of social media would be the Millennial Generation. For Americans between the ages of 18-29; 89% of them are using social media (MAPP, 2018). In the millennial's consumer life on social media platforms: 82% of millennials use social media to interact with different brands, 49% are physically following these brands on their personal social media accounts, and 38% are using social media to discover new brands (MAPP, 2018).

Brands must take advantage of the influence that social media has on millennials in order to better target the generation. This can be as simple as creating an Instagram Business page, using this tool to interact with your consumers, figure out their interests, and promote different products in a cost-efficient way. Using social media will also give brands a more approachable, trustworthy esthetic. A total of 38% of millennials believe that brands are more accessible or trustworthy when they use social media rather than traditional advertising campaigns (Pardee, 2010, PPAI, 2017). Millennials are more likely to use social media on a day to day basis,

increasing the opportunity increasing the opportunity for brand interactions; which will make them a more loyal customer (MAPP, 2018).

While many believe that promotional products are solely tangible items; that is not always the case. Promotions can be online giveaways; creating optimizations on followers, email listing, etc. Influencers and brands on social media can use their platform to create giveaway competitions giving their brand a fun, exciting image; creating an interest from the consumer, and engaging their audience on their site (Chen, 2018). This is a newly popular tactic in the marketing world called Influencer Marketing.

Influencer Marketing

As discussed, Millennials do not respond normally to traditional marketing and advertising as the past generations (Pardee, 2010). Millennials enjoy the brand's story or their mission. The majority of consumers in the millennial population also trust peer recommendations rather than the traditional ad (GroupHigh, 2019). A strategy that works to fulfill all of these particular millennial's preferences is Influencer Marketing.

Influencer Marketing is a growing practice that involves using influencers to promote a brand, a product, or a given message (Chen, 2018). Influencers can be bloggers, celebrities, professional athletes, or other role models. The main objective behind influencer marketing is to build a relationship with a consumer. Influencers obtain this objective by creating content that promotes different brands, hoping for an increase in following on social media platforms and creating further brand recognition (Glucksman, 2017).

Influencer marketing has the ability to blur the difference between a paid endorsement and a genuine recommendation. This creates the perception of a word-of-mouth promotion, a

more trusted and reliable approach in the eye of the millennial (Woods, 2016). The easiest platform to execute the power of Influencer Marketing is through social media opportunities. Influencers can discuss their brand experiences, use product placement for a brand in one of their personal posts, or they can be featured in on the brand's business page (GroupHigh, 2019). Influencers can be found on any social media platform, and this marketing strategy is continuing to increase; due to brands adapting towards their millennial consumers.

Influencers may use promotional tactics on their social media platforms such as: giveaways or competitions. This strategy connects the influencer and the brand directly to the consumer, makes them feel special, and creates excitement through their competitive lens. Giveaways are a simple strategy used to keep the consumers engaged with a particular product and increase the overall visibility of the brand (Chen, 2018).

Influencer Marketing is an innovative approach that brands should adapt to in order to target their millennial consumer base that is on social media. As previously discussed, the overall majority of millennials have an extensive social media presence, so this personable, non-traditional advertising approach is a great strategy to implement (PPAI, 2017).

Successful Marketing to Millennials

The following section will take a deeper dive into companies that have been deemed successful in their marketing strategies towards millennials, ones that have undergone a millennial makeover; with strategies aimed towards the influential generation.

TOMS- A Brand With a Cause

As previously discussed, Millennials will lean towards brands that stand for a good cause. TOMS has done wonders with millennials due to their philanthropic measures to give back. TOMS has been able to turn their product into a movement promoting socially good efforts from

their consumers (YPulse, 2017). For every pair of TOMS shoe sold, a pair will be donated to someone in need. This strategy is socially conscious and generous, promoting not only a good cause, but a good feeling about the purchase. TOMS also gives away a promotional product with every purchase, it is a flag with the company logo. TOMS does a great job engaging their targeted consumer, the millennial; resulting in a successful millennial specific marketing strategy (Weinstein, 2015).

Starbucks- Creating a Feeling

A successful tactic in marketing towards the millennial is encouraging a feeling. Starbucks has developed a brand feeling that every consumer walking into a Starbucks location can expect. The brand manager at Starbucks stated, “This special place fosters creativity, collaboration amongst new friends, and inspiration to make our world a better place to live (Martin, 2010).” Starbucks is the stereotypical millennial hotspot for coffee because of the feeling that they promote. A campaign that Starbucks accomplished back in 2015, providing their consumers with a promotional product along with their acceptance into a secret society. Starbucks’ Orange Sleeve Society promoting their seasonal classic, pumpkin spice lattes was a hit among coffee loving millennials (People, 2015). The secret society came with an orange knitted sleeve fitting perfectly for Starbucks cups, stitched with the letters PSL for Pumpkin Spice Lattes. The sleeve was accompanied by an official letter of Initiation to the secret society. This campaign promoted the seasonal flavor while making the new secret members feel very special.

Both TOMS and Starbucks had different approaches in their marketing strategy to put in additional work to target their product to millennials, they also use the power of promotional products in this added effort for very successful outcomes.

Methodology

During my research on the influence of both millennials and promotional marketing, I decided that my secondary data was not enough. I conducted a short, simple survey to collect further information from real-life millennials. I used the power of social media, word of mouth, and my various connections to spread the word on this survey to reach a larger mass. The ending results of the survey consisted of a total of **50 participants**.

I started out the beginning of the survey; getting a better idea of who opted to participate. The main goal of the first question was to ensure I was reaching a millennial audience. The millennial responses are important in this study in order to prove their preferences regarding promotional marketing. The participants were instructed to only answer the survey if they were members of the millennial generation; the first question simply asked if they were a Millennial; prompting the answer “no” ended the survey all together, leaving the results with a remainder of 50 millennials that participated in my survey.

Out of my responses, 57.41% were from female millennials and 40.74% were from male; there was also the opportunity to opt out of answering this question. I then allowed for some insight into the millennials I was hearing from, I provided them with the open-ended question “What is your experience with Promotional Marketing?”. The following theme of responses included:

- Unknown or none
- Learned about Promotional Marketing in classes
- Social Media
- Receiving Free Items
- End of Year sales

- Everyday life
- Work with nonprofits/events

Yet a few of my respondents shared they worked in the field of marketing and advertising; one respondent stated: “I am the Former Promotions Director at 91.5 WBIM”. This question gave me insight into the large range in experience these particular millennials had to promotional products. The following questions dove deeper into how the millennials respond to Promotional Products.

Here is a look into the key insights that I received from my survey responses:

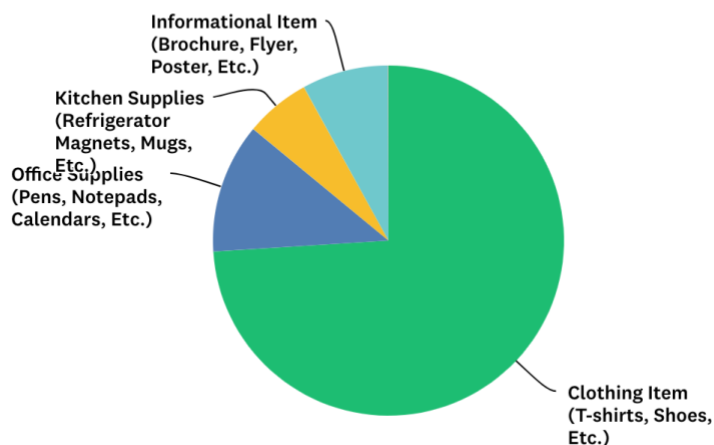
Question 4. What is your favorite type of promotional product?

To start off simple, I wanted to gain a better understanding of what type of promotional products interest Millennials. This is important for companies to understand in order to adjust accordingly to please their future consumers.

The results:

What is your favorite type of promotional product?

Answered: 50 Skipped: 0



The responses showed that 74% of the millennials surveyed preferred promotional products in the form of Clothing Items. This is beneficial for companies to understand because Millennials wearing their free T-shirt around is free, daily advertising.

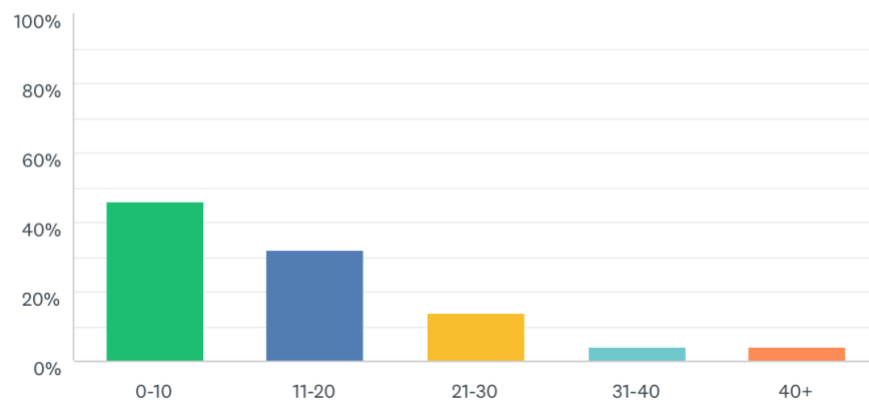
Question 5. Estimate how many promotional products you currently have:

Next, I wanted to take a look into how common promotional products are given to millennials. This was to gain insight into whether brands are taking advantage of this opportunity or not.

The results:

Estimate how many promotional products you currently have:

Answered: 50 Skipped: 0



The results from this question showed that on average, 46% of the millennials surveyed had less than 10 promotional products, currently. This could be from brands neglecting to take this as an opportunity, from a short shelf life of the promotional products they have received in the past, or from the millennials having larger brand loyalty, only keeping promotional products from the brands that necessarily interest them the most.

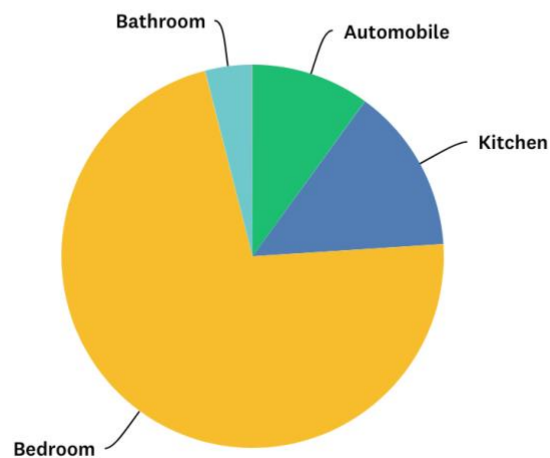
Question 6. Where do you keep the majority of your promotional products at home?

Next, I wanted to gain further insight into the promotional product's ability to act as a reminder to the millennials. Do they use/see the product each day? Do their friends and families have the opportunity to see or use the product as well?

The results:

Where do you keep the majority of your promotional products at home?

Answered: 50 Skipped: 0



At 72%, the majority of the millennials surveyed kept the promotional products in their bedroom. This can be explained by their preference in clothing items as their favorite promotional products.

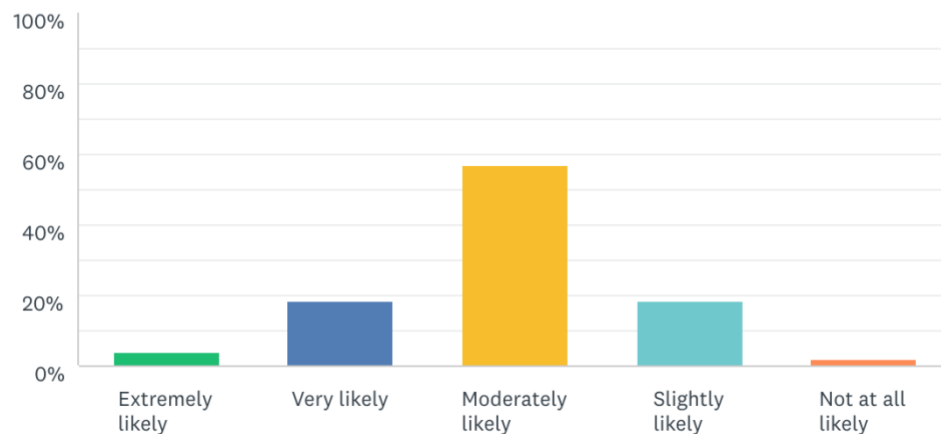
Question 7. How likely are you to purchase from a brand after receiving a promotional product?

I then wanted to see how influential promotional products could be on Millennials. Does it increase their likelihood to convert to purchase or not?

The results:

How likely are you to purchase from a brand after receiving a promotional product?

Answered: 49 Skipped: 1



The answers to this question worked to prove how likely the Millennials were to purchase from the brand they received a promotional product from, 57.14% answered with Moderately Likely. While there was only one respondent who skipped this question all together; there was only one respondent overall that answered they were Not at all likely to convert to a purchase. This data is essential because it identifies the general understanding being that the majority of millennials will at least consider purchasing from a brand after they receive that promotional product.

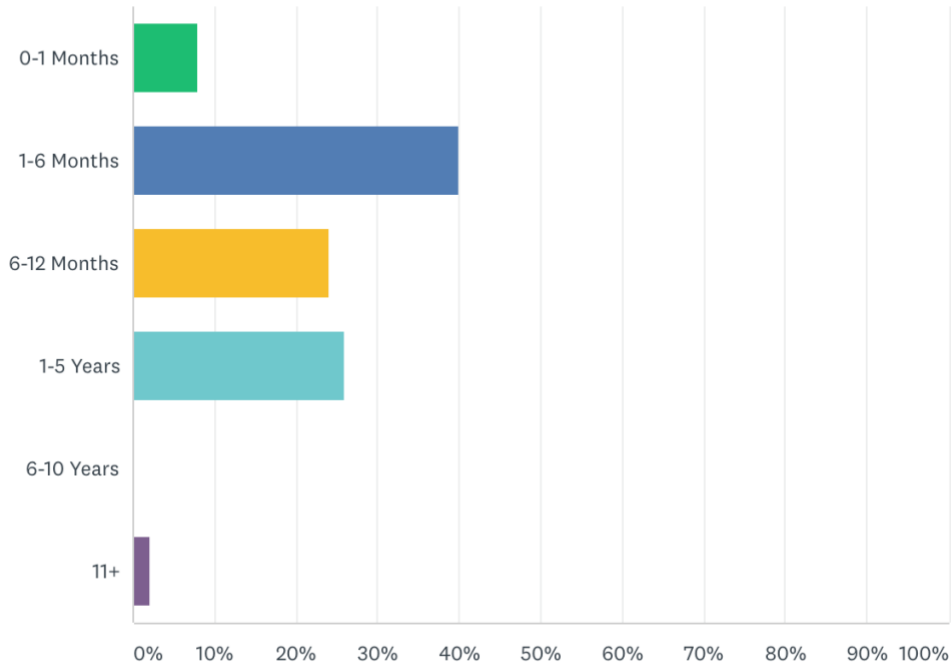
Question 8. How long are you likely to keep your promotional products?

Next, I decided to look into the shelf life of promotional products. Collecting data for how long consumers keep these products will allow brands a timeline of when to begin their new promotional product campaigns. This data always will determine if the promotional product will work as a reminder of the brand- enhancing overall brand recognition, or if it is a waste.

The results:

How long are you likely to keep your promotional products?

Answered: 50 Skipped: 0



The data from this question follows up on the use of promotional products as tools for constant reminders of the brand that provided them with that product. 40% answered that they kept their promotional products for 1-6 months, but 25% stated that they hold onto their promotional products anywhere between 6 months- 5 years. The lifespan of the promotional product is important to identify how long millennials keep their products as a reminder of the brand. It is also important to recognize that many millennials will pass on their promotional products to other people rather than just throw them away. This spreads the awareness of the brand as well as its logo or even key message.

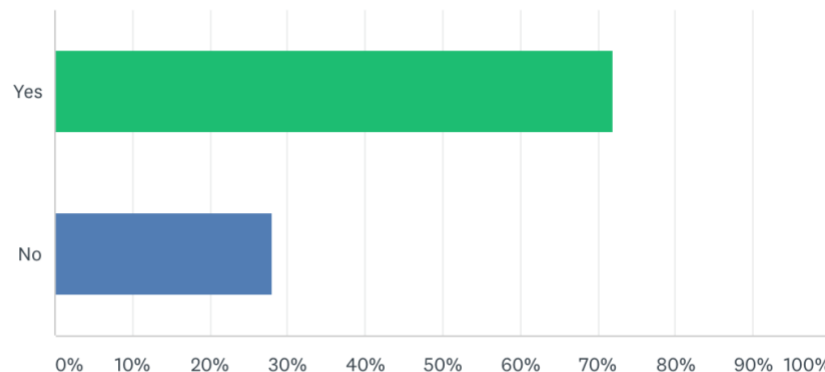
Question 9: Do you participate in and Loyalty Reward Programs?

I then wanted to further analyze the power behind consumer loyalty. Are loyalty programs effective with millennials? Do they respond well to them and participate or not?

The results:

Do you participate in any Loyalty Reward Programs?

Answered: 50 Skipped: 0



This data shows that 72% of the millennials surveyed will participate in Loyalty programs which is a substantial amount. This means that brands should work to enhance these programs in order to better track their millennial consumer and give them what they want. Millennials are brand loyal and interested in various rewards and promotions that the brand has to offer.

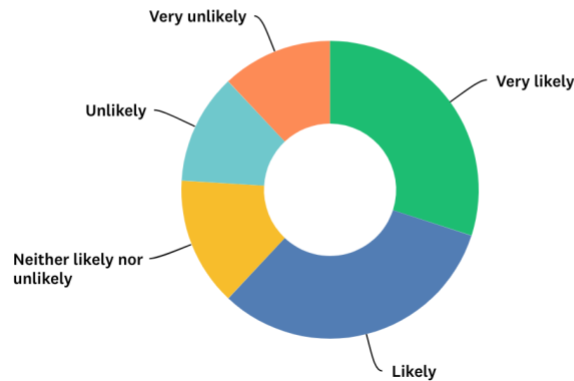
Question 10: How Likely are you to promote products or services through social media in exchange for: for discounts, free merchandise, or other rewards?

Lastly, I wanted to examine Millennial's personal involvement in influencer marketing. This question was important to see if they use social media to promote brands based of provided incentives.

The results:

How likely are you to promote products or services through social media in exchange for: discounts, free merchandise, or other rewards?

Answered: 50 Skipped: 0



The results founded from this question showed that the majority are likely to promote products on social media for various incentives. A combined 62% were on the upwards side of likely to promote products, 14% were indifferent, and a combined 24% were on the downward side of being unlikely to promote products. This question analyzes the importance of the millennial's use of social media and their willingness to promote brands on their personal platforms.

Recommendation:

From the results of this survey, I recommend that brands include promotional products in their marketing strategy when they are working with millennials. This study has shown the millennials proved likeliness to purchase from a given brand after receiving a product from them. They should cater towards the millennial's preferences and their attributes in order to serve them an effective promotional product. Due to the shorter shelf-life of promotional products, companies must implement innovative measures in order to continue to run successful promotional marketing campaigns. Coming out with new promotional products will further

brand recognition and the consumer's loyalty to that brand. They should use clothing items, due to the millennial's preference and the practicality of being used on a day to day basis- generating free impressions. This also gives the millennial the opportunity to promote the product on their personal social media platform, making it as simple as posting a photo wearing the brand's logo on a t-shirt. Brand's marketing strategy must implement Loyalty Reward Programs if they do not already in order to gain further customer loyalty from their millennial consumers, increasing their overall brand presence, and adding additional consumers through incentives and other rewards.

Conclusion

In conclusion, marketing to millennials is an essential adaptive strategy that companies should utilize. Understanding the millennial's preferences and mindset show that the most effective strategies to market towards millennials including the promotion of a feeling through the use of promotional products.

Promotional products have the power of giving the recipients an overall feeling for the brand, allowing them to enjoy, in some cases, free products working as a catalyst for brand recognition. From further secondary and primary research conducted in this thesis paper, promotional products are a successful strategy to use on the millennial generation. The millennial generation is important to market to, due to their incredible size as a population and consumers. Targeting millennials is a marketing strategy that more companies should adapt towards due to the importance of the generation for future business. Companies should take this into consideration during future marketing adjustments and strategic campaign planning.

Millennials want to have a direct connection with different brands. Their use of social media directly connects them with people, brands, and influencers from all over the world. Social media is a trend that will not be going away anytime in the near future and companies need to adapt to this trend. Promote your brand's product or ideas by creating a more in-depth social media presence or taking advantage of the opportunity of influencer marketing; two strategies that work to connect a brand directly to millennial consumers. These two strategies also create a more personal feeling that millennials respond well to. Creating a feeling through your campaign and marketing strategies like Starbucks, Bud Light, The Boring Company, Tesla and Gillette will, in return, create better customer loyalty and maintain a better feeling about the brand's products.

Brands cannot continue to use their traditional advertising strategies if they wish to gain customer loyalty from the largest and most influential generation of today. Millennials are a powerhouse in the consumer world and through the power of promotional marketing, adaptation, and overall strategic adjustment; brands can enhance their brand recognition and retention, ultimately leading to increased success.

Appendix

Survey:

The Power of Promotional Marketing to Millennials

Thank you for taking the time to complete this survey. The results will be used in an undergraduate honors thesis at Bridgewater State University on the Power of Promotional Marketing to Millennials. All responses are anonymous, and you may opt out at any time. Thank you for your participation.

Background: A promotional product is defined as a useful item imprinted with an advertiser's name, logo, or their message. Types of promotional products can vary: flyers, t-shirts, posters, magnets, etc.

1. Are you a member of the Millennial Generation?

- Yes
- No (If no, please end survey now)

2. What is your gender?

- Female
- Male
- Prefer Not to answer

3. What is your experience with Promotional Marketing?

4. What is your favorite type of promotional product?

- Clothing Item (T-shirts, Shoes, Etc)
 - Office Supplies (Pens, Notepads, Calendars, Etc.)
 - Kitchen Supplies (Refrigerator Magnets, Mugs, Etc.)
 - Informational Item (Brochure, Flyer, Poster, Etc.)
 - Other (Please Specify)
-

5. Estimate how many promotional products you currently have:

- 0-10
- 11-20
- 21-30
- 31-40
- 40+

6. Where do you keep the majority of your promotional products at home?

- Automobile
 - Kitchen
 - Bedroom
 - Bathroom
 - Other (please specify)
-

7. How likely are you to purchase from a brand after receiving a promotional product?

- Extremely likely
- Very likely
- Moderately likely
- Slightly likely
- Not at all likely

8. How long are you likely to keep your promotional products?

- 0-1 Months
- 1-6 Months
- 6-12 Months
- 1-5 Years
- 6-10 Years
- 11+ Years

9. Do you participate in any Loyalty Reward Programs?

- Yes
- No

10. How likely are you to promote products or services through social media in exchange for: discounts, free merchandise, or other rewards?

- Very likely
- Likely
- Neither likely nor unlikely
- Unlikely
- Very unlikely

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